

FOR IMMEDIATE RELEASE

Sept. 8, 2004

Contacts:

Amanda Nelson
Community Outreach Coordinator
(480) 350-2707 (office)
amanda_nelson@tempe.gov

Sue Taaffe
Transit Information Specialist
(480) 350-8663 (office)
sue_taaffe@tempe.gov

Tempe wins national award for promoting alternative modes of transportation

TEMPE, Ariz.- The City of Tempe Transit Office, Tempe in Motion, received an Award of Excellence from the City, County, Communications & Marketing Association (3CMA) for Best Marketing Campaign.

Tempe in Motion's marketing campaign employs a wide variety of advertising, public relations and public involvement activities to encourage Tempe residents to ride the bus, bike and walk. Components of the advertising campaign include print advertisements in local newspapers, theater slide advertising, cable television and street banners. Tempe's determination to encourage people to ride the bus, bike and walk is communicated in every layer of its marketing and public relations efforts.

This award represents Tempe's proven record in educating the public about alternative modes of transportation. Since the approval of a half-cent sales tax for transit in 1996, Tempe has implemented a number of extensive improvements to the transit system.

For more information, call (480) 350-2775 or visit www.tempe.gov/tim. For information about 3CMA, visit www.3CMA.org

###